mamiya/sekor 528TL

Breakthrough

Why Choose A 35mm Camera?

Because a 35mm is the most convenient of all types of better cameras. It is light weight, easy to use and is the most practical size for color slides.

Why A Single Lens Reflex?

This is the most popular type of 35mm camera because you focus and compose through the taking lens and record on film *exactly* what you see.

Why A Behind The Lens Spot Meter?

First you need a meter to give you a perfectly exposed picture. A *behind-the-lens* meter measures the light as it comes through the lens, and this is the light the film sees. A professional photographer uses a spot meter to measure the exposure for the most *important* part of the picture. If you are photographing a girl on the beach, you're more interested in her than the sand or water. A *spot* meter gives you the necessary control over the ultimate results.

Why 1/500th Of A Second Shutter?

Many shutters have a maximum speed of 1/125th or 1/250th. At these speeds some movement may still be recorded in your picture when photographing fast moving objects. 1/500th of a second will freeze almost any moving object.

Why Automatic Exposure And Manual Over-Ride?

When the aperture ring is set to Automatic ("A" position) you pre-select a shutter speed, then the meter automatically sets the correct aperture. This is a marvelous convenience for most shooting. If however, you want to manually change the exposure (for special effects), the aperture ring is moved from the "A" position and the aperture setting of your choice is selected.

Why an F 2.8 Lens?

It's very convenient to have a camera with a lens fast enough to permit shooting at night or on location where there is little available light. The mamiya/sekor F 2.8 lens provides this convenience.

The mamiya/sekor 528TL offers all the latest features in camera design plus automatic operation for outstanding ease of handling.

- Penta Prism viewfinder (through the lens viewing) Aperture scale and exposure meter needle visible in viewfinder indicates aperture at which exposure is made. Warning marks indicate incorrect exposure.
- Mamiya/sekor F 2.8, 48mm lens. 3 elements in 3 groups.
- Shutter speeds from 1/15th to 1/500th of a second, plus "B" for time exposures.
- Highly sensitive CdS meter, positioned on back of mirror provides instant, accurate light measurements.
- Spot meter reads about 10% of the picture area, measures exposure of same area seen by the micro-diaprism focusing grid in viewfinder.
- Fully Automatic exposure control plus Manual Over-Ride.
- Two flash connection terminals. Sychronization for M & F bulbs and electronic flash.
- Automatic-instant return mirror; single stroke film advance; automatic film counter.
- Silver oxide meter battery.
- Wide angle and telephoto converter lens components available as an accessory.

Added Versatility...
All the working convenience of an expensive SLR can be yours with the Mamiya/Sekor 528TL and the Vivitar Telephoto and Wide Angle Lens Set. Designed especially for use with the 528TL, and manufactured to the highest optical standards, this lens set enables you to fill the negative with close-up portrait shots, or capture all the beauty of a wide angle panorama. No special viewfinders are needed, and the through-the-lens spot meter measures the light just the same as with the normal lens. The Vivitar Telephoto and Wide Angle lenses for the Mamiya/Sekor 528TL thread directly onto the normal lens without the need for any adapters or special fittings. Supplied complete with compartment case.

Wide Angle 36mm

Normal 48mm

Telephoto 67mm

mamiya/sekor
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